
The Engagement of Local Authorities in Fair Trade Initiatives in South Africa

A report for
ICLEI Africa
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1. ACRONYMS AND JARGON

AFIT – Association of Fairness in Trade

AGM – Annual General Meeting

BEE – Black Economic Empowerment

BBBEE – Broad Based Black Economic Empowerment

DEAT – Dept of Environmental Affairs and Tourism

DLA – Department of Land Affairs

DTI or dti – Department of Trade and Industry

EMG – Environmental Monitoring Group

FACSA – Fairtrade Association of Craft South Africa

FLO – Fairtrade Labelling Organization International

FTSA – Fairtrade South Africa Trust

FTTSA – Fair Trade in Tourism South Africa

GDP – Gross National Product

HACCIP – Hazard Analysis and Critical Control Point

IDP – Integrated Development Plan

ICLEI – International Council for Local Environmental Initiatives

IUCN – World Conservation Union

LA 21 – Local Agenda 21

LED – Local Economic Development

LRAD – Land Redistribution for Agricultural Development

NGO – Non-governmental Organization

TEP – Tourism Enterprise Programme

SA – South Africa

SEDA or seda – Small Enterprise Development Agency

SMME – Small, Medium and Micro Enterprises



2. INTRODUCTION

1.1. What is Fair Trade?

There are many different definitions of the term "fair trade". When used as fair trade (two words, no capitals) is often meant to describe global terms of trade which are fairer and more developmental than the current global trading system. This paper however is concerned with "Fair Trade" (two words, capitalised) describing a formal and regulated alternative to the conventional trading system. The term "Fairtrade" (one word, capitalised) is often used by organisations to emphasis the formal system and sometimes as part of their trademarks.

A grouping of four major international Fair Trade networks, FINE, has adopted the following definition:

Fair Trade is a trading partnership, which seeks greater equity in North-South trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, disadvantaged producers in the South. The Fair Trade movement is actively engaged in supporting producers, in raising awareness, and in campaigning for changes in the rules and practice of conventional trade.

Another international organisation, the Fairtrade Labelling Organization (FLO), the main player in the agricultural sector, seeks to change the terms and conditions of trade "...in such a way that disadvantaged producers can increase their control over their own future, have a fair and just return for their work, continuity of income and decent living and working conditions through sustainable development"

Some key principles emerge from a brief look at the major international Fair Trade organisations. They are:

- Creating opportunities for economically disadvantaged producers -- Fair Trade targets producers who for various reasons are marginalised from the mainstream economy.
- A fair price for goods and services -- This fair price covers not only the costs of production but enables a socially just and environmentally sound basis for sustainable production.
- Transparency and accountability -- Consumers, producers and traders of Fair Trade products must all have access to information on the flow of products and payments.
- Continuity -- Producers can expect to build a long-term relationship with the market and can consequently plan ahead more effectively and have an incentive to invest in their production processes.
- Capacity building -- Fair Trade relationships encourage growth and development through improving management and other business skills
- Working conditions -- Fair Trade promotes and encourages safe and healthy working environment for producers.



- Gender Equity – Women are always paid for their contribution to the production process and are empowered in their organizations.
- Good environmental management – Fair Trade actively encourages better environmental practices.

In a nutshell Fair Trade, is a trading system based on a set of values, rather than simply on price. It recognises that the imbalance between "poor" producers and "rich" consumers that conventional trade reinforces is ultimately unsustainable, socially and environmentally. It aims to give disadvantaged small producers and workers more control over their own lives and tries to ensure that producers are (i) paid a "fair price" for their products (that covers all input costs, allows a decent living, and encourages invest in the future of their enterprises) and (ii) given the opportunity for the social, environmental and economic development of their communities (some Fair Trade systems include the payment of a "social premium" which is an amount over-and-above the price paid for the goods, and which is expected to be applied in community development projects).

While the use of the term Fair Trade is commonly used to describe a formalised trading system, there are nevertheless a large number of such Fair Trade systems, each based on slightly different values, with slightly different objectives and trading regulation mechanisms.

1.2. History of Fair Trade

The Fair Trade movement emerged in the 1950s. European and American church groups and NGOs who worked in poor countries, started collecting handcrafts and other items made by local people. These were sold overseas. In this way, more income could flow into poor communities, and overseas shoppers could be made aware of the conditions of poverty in other countries. The message was "trade not aid". Poor people did not want handouts, but just a fair chance to sell their products at a fair price. The problem was that they could not compete in the conventional global trading system, and when they did, most of the profits went to middle-men. By the end of the 1960s, "alternative trade" was an established activity for many international NGOs, and covered agricultural produce as well as handcrafts. Because this system was seen to be more "fair" than conventional trade, it soon became known simply as "Fair Trade". Coffee and sugar produced by small-scale farmers and co-operatives in Latin America and Asia were the first successful fairtrade agricultural products.

The Fair Trade concept grew in popularity over the years. More and more consumers in rich countries were prepared to pay a little bit extra for coffee, sugar, handcrafts, etc. if they knew that the profit was going directly to the people who made the goods. In this way, ordinary consumers felt that they were helping the poor to help themselves. Special Fair Trade shops began to spring up all over Europe and America. The NGOs and shops selling Fair Trade products also realised that it was a very effective way of raising awareness about poverty. From the producers point of view, getting access to the Fair Trade market meant getting a better and more stable price for one's crop, and various forms of support from one's trading partners. Producers could thus plan for the future, invest in productivity



improvements and in other improvements in their communities.

By the 1980s, Fair Trade organisations started pushing to get products onto supermarket shelves to take advantage of the growing popularity of Fair Trade. There was also a fear that consumers were becoming confused by the plethora of different labels, each promoting a slightly different understanding of Fair Trade. Retailers, traders and support organisation around the world began to form associations, coalitions and federations to co-ordinate their efforts, and develop common brands and labels. Further co-ordination over the years led to the formation in 1997 of the International Fairtrade Labelling Organisation (FLO) and an internationally registered "fairtrade seal" and logo. The FLO label is the most widely used and recognised Fair trade label although consumers in the North are still confronted with range of different brands and logos – representing a different emphasis, including social development, rural poverty, environment, etc.

1.3. Fair Trade today

Fair Trade represents only a tiny fraction (about 0.01%) of global trade. But it is growing rapidly. Global sales of FLO certified products reached € 1.1 billion in 2005 which is a 37% increase over 2004. Fair Trade coffee sales in the US have increased by 70%, and by 34% in the UK. Banana sales in Austria are up by 46% and sugar in France by 125%. A total of 113 million stems of Fairtrade flowers were sold in 2005. Seventy percent of the organic coffee sold in Austria is fairtrade coffee. Fifty percent of all bananas sold in Switzerland are sold under Fair Trade labels. The appearance of Fair Trade goods on supermarket shelves (rather than confined to speciality shops) is also a new and growing phenomena. Marks & Spencer, one of the largest food and clothing retailers in the UK switched its entire range of house-brand coffee and tea to Fair Trade.

The increase in Fair Trade sales means that more producer organizations are able to sell to the Fair Trade market. There are currently 508 certified producers in 58 countries, an increase of 127% since 2001.

Fair Trade benefits reach tens of thousands of people and it serves as a powerful tool for raising awareness about global poverty. In some sectors Fair Trade has had significant impact.

Agricultural products account for most of the trade and include tea, coffee, cocoa, sugar, fruit, wine, cut flowers, etc, with processed foods, handcrafts and tourism services completing the picture. Fair trade labelled goods were originally limited to products from small-scale co-operatives, peasant and family farms. However, partly to cope with the growing demand and partly to bring benefits to farm-workers, products from large plantations and estates have also been marketed under Fair Trade labels.



2. THIS STUDY

ICLEI (Local Governments for Sustainability) is a world-wide association of 460 local governments and their associations dedicated to sustainable development. This study was commissioned by ICLEI-Africa Secretariat as part of a process of investigating options open to local authorities in the South in supporting Fair Trade.

A growing number of local authorities in the North are part of the *Buy Fair* project. This report will assist the process of exploring how local governments in the South (i.e. fair trade exporters) can help to promote the concept of Fair Trade locally, and help to expand Fair Trade activities.

The brief was to consult with local authorities, local fair trade experts, producers and others in the Fair Trade sector, to find out what initiatives if any were already in place and what could possibly be done in the future. The report is to serve as the possible basis for setting up further pilot activities with local governments, not only within the country, but also in other regions of the world.

The body of this report has three parts. **Section 3** gives general information on the current status of Fair Trade initiatives in South Africa and provides the context for further discussion. **Section 4** looks at the various forms of direct and indirect support from national, provincial and local government currently available to Fair Trade initiatives, or aligned in some way with Fair Trade principles. **Section 5** gives a summary conclusion and some recommendations for local authorities. Details of organisations involved in Fair Trade in South Africa are located in the **Appendix**.

Information on this project was collected over the course of a month and included internet searches, interviews with NGOs working in this field, interviews with a number of Fair Trade producer bodies and with representatives of a handful of the major metropolitan local authorities. An email questionnaire was drafted and circulated but owing to the short time available for response (and the fact that Fair Trade is not generally well understood by city officials), this did not yield much new information.



3. FAIR TRADE STATUS IN SOUTH AFRICA

3.1. Fair Trade in SA

Fair Trade in South Africa can most easily be divided according to the type of product traded. Possibly the most globally significant is Fair Trade in *agricultural products*. Trade in these goods started the 1960s and has been growing ever since. South African producers and traders became part of this growing market from 2000. Secondly, *tourism services* based on Fair Trade principles see a growing demand and South Africa leads the way in this field. Thirdly, and currently the least well developed, is Fair Trade in *handcrafts*.

These three sectors all share some common aspects that make them well suited to the Fair Trade mechanism. They all offer services or products that can be marketed and sold to an international consumer base. They are services and products can be offered by small, local enterprises and do not require huge capital outlay. They are all sectors in which the conventional market favours those with capital resources and allows a high degree of exploitation. They are all sectors where the production or service process is often embedded within an impoverished community, and where the enterprises are well placed to play a key role in community development.

The other key similarity is that Fair Trade in these three sectors is *regulated*, although there is a big difference between the mechanism used. Regulation refers to a formal mechanism whereby the end-consumer is given a guarantee that the product or service they are buying (and usually paying above-market rates for) is the "real thing", not merely a gimmick or scam. At a basic level, such regulation involves an independent party (usually a not-for-profit, values-based organisation) providing an assessment of the producer, product or service, according to a set of principles and criteria. More complex regulation systems will also monitor and audit the actual trading transactions. The challenge facing regulatory organisations is to balance the need to provide a robust guarantee against an overly bureaucratic and costly system.

Some producers and traders make claims to be Fair Trade without tying themselves to any formal regulatory system. This allows more flexibility and less bureaucracy and can also make a positive social contribution, but it is difficult for consumers to recognize the difference between true Fair Trade and Fair Trade simply as a marketing tool. This report will focus on the regulated side of Fair Trade.

3.2. Fair Trade in Agriculture

3.2.1. Introduction

Of the regulated or semi-regulated fair trade sectors worldwide, fair trade in agricultural products is possibly the largest and most well developed. This is the case in SA too. Initial enquires by fair trade traders on the possibilities of fair trade products from South Africa were made in the late 1990's (particularly citrus to the Netherlands). There were already a number of producers supplying the European fair trade market before FLO started



certifying. Rooibos tea from small-scale farmers in the Niewoudtville area was one of the first FLO certified products in the country.

Fair Trade in the agricultural sector is almost all regulated by the Fairtrade Labelling Organisation (FLO). As a regulator and certifier, FLO has a set of standards which producers and traders have to meet, covering environmental and social issues, and relating to issues that informed consumers feel are important – such as minimum pesticide use, no child labour, minimum wages, a fair price paid to farmers, etc. etc. In supporting these values, consumers pay more for a FLO labelled product than the conventional equivalent. This is because fair trade producers are paid a "fair" price for their produce and are also given a "fair trade premium", an amount to be invested in community development projects. These three aspects – production standards, a fair price, and the community premium, are central to the FLO system and philosophy. By labelling a product FLO guarantees these 3 aspects and in turn takes responsibility for certifications, inspections, monitoring payments, etc.

In terms of the current situation, FLO labelled products may not be officially sold in South Africa. This is because there is no formal FLO presence in the country to regulate the trade. All South African FLO labelled products are exported to UK, Europe, USA, Canada and Japan. However, some FLO certified producers who do not export their entire output do sell on the local market – just not as FLO labelled fair trade – and of course at prices comparable to products from non-FLO producers.

While it is the biggest, FLO is not the only player in the fair trade system. A few overseas organisations (usually trading NGOs) are prepared to buy produce from certain SA farms based on their own set of values and criteria (which are usually more flexible but not very different from FLO's).

3.2.2. Current status of FLO activities in SA

FLO certified producers cover exports of wine, fresh and dried fruit (deciduous and tropical), fruit juice and rooibos tea. The main export markets for South African producers are the UK, the Netherlands, Germany, Sweden and the USA. There are currently 44 FLO certified producers in South Africa with a steady stream of applicants. Except for 3, these are what FLO defines as "plantations", or enterprises that are structurally dependent on hired labour. Sadly, the apartheid policies of the past have ensured that the small-scale farmer sector in the country is almost non-existent, and it may take many years before significant numbers of emerging small-farmers are in a position to take advantage of the Fair Trade system. However, FLO's hired-labour definition in South Africa also includes a number of "hybrids" where the farms, although they run as large commercial enterprises, are largely owned and managed by the farm-workers themselves under some sort of collective trust or through shareholding in a company. FLO also certifies traders who act as intermediary between the producer and the market. There are currently 18 South African trading organisations certified or applying. A list of producers and traders is given in the Appendix.

FLO's head offices are located in Bonn, Germany. Their presence in South Africa is somewhat provisional. For the last 12 months FLO has employed a "liaison officer" on 6-



monthly contracts, to provide a range of support and training to certified producer groups. There is as yet no indication if this post will be made permanent. There are currently seven trained South African FLO inspectors who can be called upon as needed to inspect and audit producers and traders. One of the inspectors has been appointed as Regional Co-ordinator.

The following table shows volumes of South African export from FLO certified producers to selected countries. The numbers are in bought tonnes (including juices, as they are sold in concentrate).

South African FT export	Importing Country	2003	2004	2005
Dried Fruit	UK	-	271,7	?
Fresh Fruit	Netherlands	-	250,5	?
Fresh Fruit	UK	621,2	3751,5	?
Juice	Germany	-	-	introduced
Juice	Netherlands	-	7,6	?
Juice	UK	-	-	introduced
Rooibos Tea	Germany	-	8	?
Rooibos Tea	Sweden	-	-	introduced
Rooibos Tea	UK	8,5	5,5	?
Rooibos Tea	USA	-	-	introduced
Wine	Germany	-	-	introduced
Wine	UK	-	74,7	?
<i>Source: FLO International e.V.</i>				

The above numbers reflect goods imported into the countries mentioned not necessarily retailed in those countries, since some of this is on-sold to FLO licensees based in other countries. FLO does not have the final 2005 figures available, but some trends can be noted: There was a sharp increase in South African Fairtrade wine, rooibos tea and juice production. These goods were also sold to new markets. South African juices were introduced in Germany and the UK, tea was introduced in Sweden and the USA and wine was introduced in Germany.



As mentioned before, FLO is the biggest but not the only fair trade player in the only agricultural field. Some speciality foods which are not recognised by FLO, or which are manufactured foods and difficult to standardise are exported to Europe and sold as "fair trade" outside of the FLO system but following similar mechanics. For example, Fair Trade Original in the Netherlands imports flavoured wine vinegar, chutney, snacks, etc. from non-certified manufacturers under their own Fair Trade Original label.

3.2.3. Impact of Fair Trade in agriculture

FLO classifies producers according to whether they are small-scale farmers under a co-operative or association, or whether they are "plantations" dependent on hired-labour. In the case of small-farmer organisations, the FLO regulated system ensures that (i) producers get paid a "fair price" for their product (which is often negotiated on the basis of some independent research findings and is always well above local market prices) and (ii) that after the sale, a "social premium" is paid (which is typically 10% to 20% of the value of the contract. While the negotiated fair price is paid out as money in the pockets of the farmers, the "social premium" is meant to be spent by the small-farmer organisation on projects with a social benefit to the broader community. Annual inspections by FLO and audits of all transactions bearing the FLO label ensures that regulations are adhered to.

There are currently only 3 FLO-certified small farmer organisations in South Africa, although together they link over 200 small-scale farmers with the global Fair Trade market. Two of the 3 organisations produce and process (and now also package) certified organic rooibos tea which means that they can demand even better prices. The third organisation produces sun-dried raisins.

Directly and indirectly, Fair Trade has served as a significant developmental vehicle for these small-farmer organisations. One of the organisations has been exporting selling Fair Trade sun-dried raisins for the last 10 years and there is still consistent demand for their product. Demand for small-farmer rooibos is increasing each year. Apart from the higher prices achieved (between 20% and 30% more than the local market pays), social premium payments of between R80 000 and R160 000 are received every year. In all three cases, the social premium has allowed the small farmers to professionalise their operations by paying for skilled administrative staff. Payments and premiums have also allowed for a greater investment in equipment, in processing facilities, in marketing and in sound farming practices. Most significantly, the Fair Trade system has contributed to a growing pride and confidence in their product -- one which in the past was not valued by the local market.

In the case of "plantations" using hired labour, the Fair Trade benefit is meant to accrue to the farm workers, rather than the farm owners. In this case, the price of goods can vary but the real Fair Trade benefit comes with the payment of the "social premium". FLO requires that the farm establishes a Joint Body, a legally independent organisation run jointly by the workers and the farm management. The social premium is received by the Joint Body who also decide on and manage its application on projects with social benefit to the broader community. Typical application of social premium funds by Joint Bodies include subsidising school and college fees, training in literacy and other skills, building and fitting-out community recreation centres, upgrading accommodation facilities, etc., or even purchasing shares in the farming enterprise. At a Western Cape wine farm, the first,



relatively small premium payments were used to upgrade accommodation and recreational facilities on the farm. As the payments grew, the farm-workers were encouraged to think more creatively, and collectively bought a 26% shareholding of the farm as well as a piece of neighbouring land which they plan to farm for their own account.

It is difficult to give a "typical" size of premium payment as it is dependent on trade volumes and such figures vary from farm to farm. Also the % premium is not consistent across products. However, these payments can be substantial. A wine farm recently received almost R500 000 into their Joint Body account.

3.3. Fair Trade in Tourism

Tourism in South Africa is seen as a major driver of sustainable growth and development. Besides GDP growth, it can help, if correctly directed, to reach national goals of poverty reduction, community development, small-business development and black economic empowerment.

South Africa had more than 6,5 million foreign arrivals in 2004, which was 2,7 % more than the previous year and an increase of 3 million since 1994. About 4,8 millions arrivals were from Africa, 1,8 million from Europe, Americas, Asia and Australia. Of course, not all of these are "tourists". Traditional international source markets for tourists are Germany, Netherlands, USA, France and UK (the biggest overseas market). In the favour of Fair Trade in tourism is the fact that the majority of arrivals from Europe and North America come from countries with a long history of Fair Trade, and so it is less likely to be an unknown concept. On the other hand, the domestic tourism market is equal in value to the international market, so there is much scope for domestic awareness raising.

3.3.1. Current status of Fair Trade in Tourism

One organisation, *Fair Trade in Tourism - South Africa* (FTTSA) has played a key role in creating and popularising the market. FTTSA emerged out of a growing sense that a niche market existed for socially-conscious tourists. This was coupled by the fact that the vast majority of South African tourism service providers were still "white owned" and that transformation in the industry was being constrained by unequal access not only to markets and market knowledge, but also to business finance and other resources.

Until recently most tourism certification schemes focused on eco-tourism, eco-labelling or on quality assurance (star ratings, etc.). In 1999, IUCN (World Conservation Union) South Africa launched the "Fair Trade in Tourism Initiative" as pilot project to test the concept in South Africa, and investigate the feasibility of establishing a trademark. Based on the success of the pilot, the project was formalised, and in January 2001, FTTSA was established as an independent organisation. In 2002, it officially launched its trademark, based on a set of values that could be translated into practical and measurable criteria. In Oct 2003, the first round of FTTSA-approved tourism products was launched, and these four businesses became the first in the world to be certified for their work in promoting Fair Trade in the tourism industry.

In theory it is a fairly simple system. FTTSA, as an independent body, has set a range of



criteria. Tourism operators and service providers may apply for accreditation if they feel it will benefit their business. If successfully accredited by FTTSA, the business may use this fact to target its products in the market and justify its particular operation and pricing structure. Application for certification follows a simple 3-step process. The applicant completes a questionnaire which is reviewed by a FTTSA panel. If this is passed, a trained consultant conducts on-site evaluation to verify and supplement self-assessment data for which a fee of R1000 per day of assessment charged (although most applicants qualify for up to 50% subsidy via the Tourism Enterprise Programme). The final step is a FTTSA-panel review of the assessment report. Successful applicants have the right to market their product as FTTSA-accredited and benefit from a range of other links to the brand (see table below). They are also subject to annual audits and re-assessments. Certified establishments pay annual "user fee", calculated on a sliding scale linked to rates and capacity.

The FTTSA certification system rests on the following values:

- Fair wages & working conditions
- Fair operations including purchasing, recruitment
- Fair distribution of benefits
- Ethical business practice
- Respect for human rights, culture & environment

3.3.2. Impact of Fair Trade in Tourism

At the time of writing there were 21 FTTSA-certified establishments. Of these, 10 are in the Western Cape and 6 in the vicinity of Kruger National Park. The majority of the accredited service providers cater to the "luxury" end of the market and offer possibilities to explore the rich South African natural and cultural heritage. Currently FTTSA has started to put more emphasis on emerging businesses, community-owned businesses and also on tour providers. The result will be a more diverse portfolio including traditional guesthouses, township tour providers and nature tour companies owned and run by members of previously disadvantaged groups – and catering not just for up-market consumers. FTTSA has trained 15 independent consultants who are contracted to do assessments and inspections of businesses applying for FTTSA accreditation.

FTTSA certification benefits

<i>Development Benefits</i>	<i>Market Benefits</i>
Assessment process itself is developmental	Use of FTTSA brand
FTTSA is a sounding board, advocate, facilitator	Showcasing on FTTSA website, in adverts, at trade shows
Human Resource Development – staff training, staff retention	Media work by FTTSA – newspapers, radio, magazine
Being part of network of like-minded businesses: mutual support, product packaging, joint	Growing network of international tour operators linked to FTTSA



marketing	
Benchmarking to achieve best practice	Will provide market advantage, especially with markets supporting Fair Trade
FTTSA provides guidelines, documentation, feedback	

3.3.3. The Future of Fair Trade in Tourism

As with Fair Trade in agricultural goods, Fair Trade in tourism captures just a tiny section of the national or global market. Building greater awareness of the concept in the industry, and amongst potential consumers, particularly in the domestic market is a key challenge. It has also been the case that those able to pass the rigours of certification are already fairly well capacitated. FTTSA would like to see at least 25% of its portfolio of accredited bodies being community-based and community-owned enterprises. A third challenge is to integrate and build stronger links with the broader "fair trade family", where (for example) Fair Trade tours could include visits to Fair Trade farmer and handcraft workshops, where FTTSA-accredited establishments procure Fair Trade goods for their own use or resale to customers.

3.4. Fairtrade in Crafts

This branch of Fair Trade has been around for many years, although its formalisation and regulation has always been problematic, since each craft item is unique and many crafters see it as an additional line of income rather than their primary livelihood. But handcrafts are seen as an income stream for the rural and urban poor for obvious reasons. Crafts may be made in the home or in small workshops, from locally available raw materials. They do not require heavy capital investment or machinery. They are labour intensive but individual crafters can work on a full-time basis or part-time to supplement their main income – although in many cases it becomes essential for survival. Some traditional skills and techniques are passed on from generation to generation, while other craft-making techniques skills can easily be learned, and do not require particular education levels, etc.

People's creative potential is evident when looking at the astonishing variety of handcraft products offered. These range from "traditional" handicrafts (items unique to a tribe, culture, or geographic area), to articles for everyday use like textiles, ceramics, musical instruments, fashion garments, accessories or jewellery. Increasing in popularity is multi-cultural "township" craft, often using recycled materials.

Fair trade in South African handcrafts, traditional and contemporary, has a huge potential, particularly when considering possible synergies with Fair Trade in tourism. However, since each item of handcraft is unique, and since many crafters work "informally" it is difficult to set standards for Fair Trade at a product level. There is currently no worldwide accepted certification system for Fair Trade in handcrafts. However, many *traders* who buy and sell handcrafts see themselves as "fair traders" and, to different degrees, ensure that crafters get a good price, assist with buying raw materials, provide design advice, provide



workspace, assist with education, etc. On the other hand, the system is not well regulated and open to abuse by traders not practicing the "fairness" that they claim. Unless buying from source, where they can make their own assessment, consumers have little information to guide them.

3.4.1. Current Status of Fair Trade in Crafts

There are a number of attempts to regulate the claims of "fair trade" in the industry. The International Federation for Alternative Trade (IFAT) provides a system of certification of organisations engaged in supporting fair trade practices, as traders, producers, or supporters. To gain certification, certain criteria need to be adhered to and these are regularly assessed, usually through a self-assessment process, and commitment to public transparency. On certification, the organisation can use the IFAT logo on the products it trades and on its promotional materials. IFAT also holds an annual members meeting which serves as a broad forum for the global fair trade movement. There are only 2 IFAT-member craft traders in SA.

Many crafts are also bought in bulk for resale by non-profit organisations who do their own assessments. Here there is no formal certification, but the buyer (local or overseas) merely visits and satisfies themselves that the crafts they are about to order have been produced under acceptable conditions and that a fair price has been paid. The non-profit organisation takes on the responsibility for assuring to the end-use consumer the "Fair Trade" nature of the product.

More recently there has been an attempt to get like-minded "fair trade" craft producers and traders in South Africa to work together in building the concept. This initiative was driven strongly by the Cape Craft & Design Institute (CCDI) and in early 2004 became the Fairtrade Association of Craft South Africa (FACSA). FACSA has been building its profile as the representative body of Fair Trade crafts in SA. In August 2005 FACSA hosted National Fairtrade Awareness Workshop in Johannesburg and in May 2006 played a significant role the IFAT Global Journey Celebrations. It has also had a profile at various places like the Annual FTSA Forums or Sustainable Development Conference in Cape Town in June 2005. The goal for 2007 is to have the first AGM for the national FACSA body, combining all of the provincial groups into a united whole.

Although FACSA is still very new, they are keen to develop their own certification system. They are currently testing their certification model through a joint project with one of their member organizations based in Khayelitsha, Cape Town, who provides production and marketing support for about small 25 producer groups.



4. GOVERNMENT INITIATIVES IN SUPPORTING FAIR TRADE

While we have not found any co-ordinated government programmes specifically targeted at supporting Fair Trade, there are a number who's broad values and objectives are closely aligned with those of the Fair Trade movement – and which have an impact on the policies and practices of local authorities. Some of these are discussed below.

4.1. Broad Based Black Economic Empowerment (BBBEE)

South Africa's policy of black economic empowerment (BEE) is an initiative to redress the wrongs of the past. Black economic empowerment is not affirmative action. It is a growth strategy, targeting inequality in the South African economy. It bears some similarities to fair trade in that it has a socio-economic objective and recognizes that the "playing-field" for emerging black-owned businesses is not a level one. Like formal fair trade systems, it is also accompanied by a system of regulation and verification. Implementation of the policy is articulated in the Broad Based Black Economic Empowerment (BBBEE) Act of 2004.

While BEE policies and frameworks are set at a national level, local authorities are expected to integrate these into their own policies and programmes – particularly with respect to procurement.

Before 2004, BEE criteria focused on the level of black management or ownership of business, but lately this has been broadened with the aim of bringing the benefits of economic empowerment to workers and communities too, and covers empowerment progress in four areas:

- Direct empowerment through ownership and control of enterprises and assets (the extent to which assets and control rest with black or "previously disadvantaged people" people).
- Management at senior level (the proportion of black people in senior management positions).
- Human resource development and employment equity (the extent to which the enterprise trains and builds capacity of staff and whether employment policy promotes equity across different sectors of society)
- Indirect empowerment through:
 - preferential procurement (does the enterprise procure from other BEE firms?)
 - enterprise development (do the future development plans of the enterprise reflect BEE ideals?), and
 - corporate social investment (does the enterprise invest any profits into social and community development projects?)

In applying the BBBEE policy (in as much as it is of interest to this paper) all companies



which want to do business with any government enterprise or organ of state (procurement, licensing and concessions, public-private partnerships, and the sale of state-owned assets or businesses, etc.) must be measured against these criteria. In practice, the above criteria are translated into a scorecard (with different weighting given to different criteria). Enterprises with a high score will stand a better chance at winning government contracts. Scores are required to be audited annually by a certified BBBEE Verification Agency.

Different industries have also been encouraged to draw up their own charters on BBBEE, so that all sectors can adopt a uniform approach to empowerment and how it is measured. Companies are expected to apply the codes also in their interactions with one another, through their own preferential procurement.

However BBBEE and Fair Trade part ways at a significant point. While Fair Trade ensures an above-market "fair" price and often pays a social premium, BBBEE companies competing for government and local authority tenders and contracts still have to deliver at a competitive price. In most cases this is the primary factor, with the BBBEE score as just an additional consideration where competing bids offer a similar price. This is a significant difference to fair trade which recognizes that the market is not a good determinant of a fair price, particularly for those who are already economically marginalized. Most Fair Trade systems consciously recognize the need to pay producers a *higher* than average price.

Finally, while local fair trade accredited producers and service providers would probably score well under BBBEE criteria, as fair trade in SA currently stands, local government is not likely to be a large consumer of the types of products sold by fair trade producers – although as secondary suppliers there may be more scope.

4.2. Small, Medium and Micro Enterprises

National government has put much emphasis on promotion and support for micro, small and media enterprises. These are seen as a key vehicle for economic development – through creating employment and new opportunities for black-owned business. For several years supporting measures grew into a complicated network of institutions and programmes. In 2004 the Small Enterprise Development Agency (**seda** – see www.seda.org.za) was established in terms of the National Small Business Act with the aim of merging existing agencies into one single small enterprise support agency.

The services **seda** offers to SMMEs include:

- support access to finance
- provide information and advice
- facilitate access to education and training
- co-fund with local authorities basic business infrastructure facilities

In addition **seda** aims to:

- Expand market opportunities for specific categories of small enterprises



- Initiate a national entrepreneurship drive
- Create an enabling regulatory environment
- Localize small business support through a grid of seda-coordinated access points

Seda has set up offices in each of the provincial capitals. They see their expanding network reaching all areas in the country and seek to integrate government-funded SMME support across all governmental bodies. This integrated strategy has to link up closely with current local economic development (LED) efforts in all municipalities.

One of the main government agencies for SMMEs finance is *Khula Enterprise Finance Limited*, an agency of the Department of Trade and Industry (dti) established in 1996. Khula provides assistance through various channels like commercial banks, retail financial intermediaries (RFIs) and micro credit outlets (MCOs). Khula is a wholesale finance institution, which means that entrepreneurs do not get assistance directly from Khula but through various institutions named above.

Some of the larger metros may have a "business support unit" or something similar. Local authorities may have close links with provincial level economic development units. Such institutions can provide useful support to Fair Trade producers by assisting with business plans, providing general and specific advice (e.g. export opportunities, access to loans, etc.), offering business training, financing, etc.

A criticism of government support frequently echoed by small business is that these support programmes are difficult to access and involve too much bureaucracy. One small Fair Trade business noted that if one wanted to successfully access government funding, one first needed to employ (and pay for) a skilled consultant to write a good application.

4.3. Local Economic Development and Integrated Development Plans

Local authorities are also required by law to have in place a 5-year Integrated Development Plan (IDP), developed and reviewed annually in consultation with communities and stakeholders. These plans seek to balance social, economic and ecological factors in development, and in theory should reflect the vision of the broader society rather than only the usually "louder voices" of business and government. Local authorities are encouraged to locate a Local Economic Development (LED) programme within the IDP, which is then able to draw on the resources of the Local Economic Development Fund.

The national framework for LED aims to support the development of sustainable local economies, but translates this into a holistic approach, rather than a focus only on "business". In theory LED programmes should support the marginal economy and sustainable community development initiatives.

Fair Trade producers are usually already required by their certifiers to have in place some sort of "community development" programme. There are obvious synergies possible with local authority LED projects, although we have only been able to identify few cases where this has actually happened. FTTSA mentions one case where local government has allocated funds directly in support of a community-based tourism enterprise. Here, a rural



community in the Eastern Cape initiated a tourist venture (traditional guest-house and hiking trails) that subsequently won FTTSA accreditation. A community trust has been set up and future profits from the venture will be channelled through the trust into community development projects. The local authority has allocated Local Economic Development (LED) funds to the initiative for the next 3 years, and the initiative is still relatively dependent on these funds. Support was not granted on the basis of the "fair trade" nature of the project, but rather on the fact that it is community-owned and managed, that it provides employment for local people, and that it offers opportunities for the local authority to profile itself.

4.4. Tourism

National government has been generally supportive of the fair trade in tourism initiative. Through the Department of Trade & Industry, FTTSA has been able to attend and exhibit at the foremost international tourism exposition for "alternative travel" operators, the Reisepavilion.

There is also the government-funded Tourism Enterprise Programme (TEP) that allocates funds to small and medium business in the tourism sector according to certain criteria. Most of FTTSA certified operators are registered with TEP and receive support at various times. Such support has been especially useful in covering the costs of FTTSA certification and on-site inspections.

Rooibos tea farmers, NGOs, Northern and Western Cape provincial authorities, together with local authorities in the tea-growing area have co-operated to various degrees in planning the establishment of a "Rooibos Heritage Route" to take advantage of increasing tourism in the area. In this case the support is not directed at the Fair Trade producers as such, but they are seen as key stakeholders in the project design and implementation and certainly stand to benefit from increased trade and profile, as does the local economy in general. A related benefit is the closer relationship between the people involved and their local authority officials and councillors.

4.5. Handcrafts

Fairtrade in Crafts SA (FACSA) has been active in promoting the Fair Trade amongst local and national government officials through regular communication and using every opportunity to make presentations. FACSA feels that the government officials they engage with display a good level of understanding and willingness to assist. They see the link between Fair Trade in the craft sector and government's BEE efforts, SMME development and poverty alleviation programmes.

FACSA helped to set up a National Working Group on Craft in Pretoria and made presentations to provincial government and national government officials. Support was promised to but nothing has yet materialized. However FACSA remains optimistic.

The National Government's Department of Trade and Industry (DTI) is planning to set up a Craft Industry Council from which they can be able to offer coordinated support to



initiatives like FACSA.

FACSA has received support in various ways from the City of Cape Town's LA21 Office including funding a workshop, subsidizing printing costs, and publicizing FACSA activities through the City's media department.

FACSA are not aware of any of its members who have had direct support from local, provincial or national government.

4.6. Access to Agricultural Land

Given South Africa's colonial history, access to land is a hugely emotional and political issue in the country. The ANC came into power in 1994 with the 1914 Land Act still in place under which around 90% of land ownership was reserved for the "white" population group. Changing this picture is a huge challenge. Government has set as a target, the transfer of 30% of the land currently held by white farmers into the hands of black farmers by 2015. But this is a fairly ambitious plan given that it is based on "willing-buyer, willing-seller" principles and that there is an understandable reluctance on the part of white farmers to sell their land.

Aspirant black farmers are required to go through a long and tedious process in order to get access to land. When this does happen, there is often little government support for setting up agricultural enterprises and the emerging farmers themselves may have a limited knowledge of the commercial side of modern farming, and for various reasons may be unable to access existing processing and marketing infrastructure. Given FLO's rather onerous standards and reporting requirements, it may be many years before significant numbers of black farmers begin to see the fair trade market as a viable option.

The South African Department of Land Affairs has in place a programme for supporting emerging black farmers, known as the Land Redistribution for Agricultural Development (LRAD) program. The purpose of the programme is to "*... help previously disadvantaged citizens from African, Coloured and Indian communities to buy land or agricultural implements specifically for agricultural purposes*" (LRAD booklet, DLA). Under the programme emerging farmers can apply for grants of between R20 000 and R100 000 if they are capable of making a financial contribution of up to R 5 000.

The Department of Land Affairs also offers the various grants in support of the Land Reform Programme. To varying degrees and in different ways, each of these is applicable to each of the main Land Reform focus areas, i.e. restitution, redistribution and tenure reform.

In a number of FLO-certified cases in SA, former farm workers have been able to use government grants to buy a significant majority of shares in the enterprise and thus become both co-owners and employees of the enterprise. Such "deals" benefit from the fact that farm-workers and farm-worker community members buy into a going concern, rather than attempting to start from scratch in a competitive and sometimes hostile environment.

FLO standards applicable in SA since mid 2004 have been brought into line with BBBEE objectives in that they require a 25%-plus worker ownership in the enterprise, a significant



involvement of workers in the enterprise management and an auditable skills-transfer programme.

4.7. Small-farmer Training and Capacity Building

Provincial departments of agriculture, together with other para-statal or NGOs frequently offer training for emerging farmers. Some of these cover issues such as marketing, gearing up for export, meeting HACCP, EurepGAP and other export requirements, options for organic and fair trade certification, etc. To our knowledge, these initiatives have not involved local authorities, as their stake in rural development is limited.

4.8. Other Forms of Government Support

There are a number of cases we can mention where various levels of government have supported fair trade initiatives. However, as with the above examples, the support is justified for many reasons, but generally not because of fair trade.

Small-farmers and emerging farmers often turn to provincial or local government in the first instance to provide capital for development project, be they social or economic in nature. Unless these requests are directed through a formal grants programme like LRAD (see above) success is slim and the process is tedious. Assistance from a NGO often helps. In assessing these requests government looks at viability and impact – an possible other political factors. The fact that the grant would assist farmers to get access to better markets would be a positive factor, but the fact that these are fair trade markets is neither here nor there.

The City of Cape Town has been most active in engaging with fair trade developments though the Local Agenda 21 office. Although this support has been active and creative, it has lacked a clear sense of the strategic objective. Among other things, the City has

- hosted a number of European student-interns who have contributed to Fair Trade research and co-ordination
- funded the design and printing of a brochure on Fair Trade
- hosted a workshop on Fair Trade in handcraft in conjunction with FACSA
- funded the printing of a booklet on Fair Trade in conjunction with EMG and FTSA.
- provided in kind support and solidarity with the Fair Trade work of other Cape-based organisations, particularly EMG, FACSA and FTSA
- explored the fair trade of products between the City of Cape Town and its "twin", the City of Aachen in Germany
- promoted the Cape Care Route as a tourist route showcasing sustainable development projects



5. OPTIONS FOR LOCAL GOVERNMENT SUPPORT FOR FAIR TRADE

5.1. Procurement

With respect to procurement of goods and services on a fair trade basis, there are two extreme options, which we will call the *score-card method*, and the *existing-certificate method*, and possibilities for something in-between.

5.1.1. Scorecard Method

Local authorities in SA are obliged by law to have a procurement policy. National government has produced guidelines which, while they are not binding, strongly encourage local authorities to model their procurement policy along particular lines. By and large, these guidelines are an attempt to get local authorities to encourage and support the emergence of black-owned and managed business through contracting them to provide goods and services. Like fair trade, there is a set of values that underlie the criteria.

The application of this policy is generally via a score-card method. For example, potential providers of goods and services need to register with a central data-base and give details of their operation, governance, shareholding, etc. On the basis of this, providers get a "score" and wherever practical, local authorities are obliged to give their business to those organisations which score well. In other words, in terms of BBBEE criteria, organisations with a high degree of black ownership and a high level of "previously disadvantaged" people in management will be favoured. Data submitted by providers can be verified from time to time. This is usually outsourced to an independent auditor.

It is not a very difficult task to begin to include in this system, the kinds of criteria that apply to global fair trade. Similar arguments are made with respect to "green" procurement or "buy South African". It will however require the local authority to reflect on exactly what it is trying to encourage or enable, and whether the costs of additional bureaucracy, auditing, etc. do not outweigh the benefits. From this "strategic objective" can be developed a set of criteria and a score-card system. Globally the fair trade system has seen as important, realistic and fair prices for products, workers wages above the legal minimum, democratic and transparent governance, equal sharing of benefits, gender awareness, good working conditions for labour, etc. Are these what local authorities want to encourage? Are there other criteria, such locally sourced as goods and services or commitment to using local labour, etc.? Is it possible to combine social and environmental criteria? Are there other "strategic objectives" such as climate change adaptation that local authorities may feel are a greater priority?

One disadvantage of this system is that many of the values that fair trade is trying to express are not easily converted into a simple score-card. The global fair trade system gets around this by (i) allowing trained inspectors and certifiers a fair degree of latitude in interpreting the standards and (ii) by having two classes of standards, namely minimum requirements (criteria that *must* be met) and progress requirements (criteria that must be worked towards, usually via a timetable agreed to between inspector and producer).



There may be cases where fair trade criteria are in conflict with other procurement criteria, and the procurement policy will have to provide guidance. For example a company with a high BEE score may not fulfil "fairness" criteria very well. It is up to the local authority to determine its priorities.

Another challenge is that the system needs constant monitoring. The circumstances of providers who "pass" at first application may well change over time. Over time loopholes in the system may become obvious and may need to be closed by developing additional criteria or firming up existing ones. The international fair trade system is obliged to provide consumers with a high level of guarantee and for the system to retain its integrity, a robust verification system is paramount. The millions spent on constantly evaluating criteria, training inspectors and running annual inspections is seen as a necessary trade-off. Local authorities do not need the same level of guarantee and can likely get by with a much leaner system. What is appropriate is hard to say, and in part depends on the local authority first determining what level of guarantee it wants to have.

In considering this approach, the local authority needs to have a clear understanding of what it is trying to achieve in supporting fair trade, and a clear idea of how this can be converted into a set of easily measurable criteria. Beyond this, there are various options for assessing providers, ranging from a simple once-off scorecard to a more bureaucratic and expensive (but more accurate and reliable) system of verification.

5.1.2. Existing-certificate Method

In each of the three fair trade sectors (agriculture, tourism and handcrafts), there are existing certification and verification systems operating in the country, or under development. The Fairtrade Labelling Organisation regulates in the agriculture sector, Fair Trade in Tourism SA in the tourism sector, while dealers in handcrafts can be certified by IFAT, FACSA and others. These bodies regularly publish the details of local certified producers, service providers and traders. It should be a relatively simple matter for the local authority to procure goods and services from suppliers already enjoying certification from an accepted body.

There are a number of FTTSA accredited accommodation venues and service providers. Local authority policy could require that officials use these services wherever possible. South African FLO-certified agricultural enterprises produce rooibos tea, fruit (fresh and dried), fruit juice and wine. Local authority policy could state that all (or a targeted amount) of these goods are bought from FLO certified producers at a "fair" price. Municipalities are probably not significant consumers of handcrafts, but there again, policy could state that where such goods are purchased, they are done so through certified traders. Not only will this support certified producers financially, but the local authority could no doubt capitalise on its profile as a supporter of fair trade.

Some FLO-certified producers, particularly the smaller ones, are tied into contracts to export all of their produce and it may not be possible to purchase ad hoc volumes. Others supply only a proportion of their produce to fair trade buyers and the rest to conventional markets either local or abroad. Also, since FLO does not have a local licence-holder, it is not legally possible to sell FLO-labelled products in SA. In countries where there is a local



FLO licence holder, this organisation (called a FLO National Initiative) ensures the transparency that the fair trade system demands by auditing the trader's "flow-of-goods-report" which documents the complete record of exchange (goods volumes and corresponding payments) and is the mechanism to ensure that the producers receive the price agreed upon as well as the social premium.

Given the history of fair trade as a mechanism for Southern producers to access Northern consumers, the bulk of FLO-labelled goods are produced in the South and sold in the North. In the last year or so, Mexico became the first Southern country to launch a national Initiative. Consumers in Mexico can not purchase FLO labelled goods from around the world. NGOs in Brazil and South Africa are engaged in discussions on the setting up of National Initiatives.

5.2. Co-ordinated Support

In addition to procurement, there are of course many other ways in which local authorities can support fair trade initiatives. However, for this to be sustainable it is important that the local authority has clear objectives and that these mesh with the local authority's broader strategic objectives. Some examples of activities that could be considered:

5.2.1. Raising awareness of fair trade amongst staff

For any local authority that has not engaged with fair trade (and in our assessment this covers just about every local authority in the country!), this would be a good place to start. A simple internet search will yield a plethora of information, although for the uninitiated, this may be overwhelming. Local NGOs with some involvement in Fair Trade issues can be approached for assistance, including FTSA, EMG, FTTSA, FACSA (see Appendix for details). It would probably be useful to have an internal "champion" appointed who can drive the process. In the City of Cape Town, this was done through the Local Agenda 21 office.

5.2.2. Networking

Networking with towns and cities in other parts of the world that already promote or procure fair trade products can be a good incentive to explore local options. Most of the major metros have one or more overseas "twin" cities who may be interested in partnering in some local Fair Trade support projects.

Fair Trade producers and other actors in the Fair Trade system would also value information on broader Fair Trade developments in SA and around the world, and events specifically aimed at small-scale producers – such as trade fairs, workshops, training courses, etc. The local authority's communication department could provide such a function.

Co-operation with provincial government departments is key. The proposed Rooibos Heritage Route is a good example of co-operation between provincial and local governments, together with farmers and tourism operators.



5.2.3. Integrate Fair Trade principles into local development plans

Local authorities are obliged to have in place 5-year Integrated Development Plans or IDPs. It is possible to ensure that Fair Trade principles are built into these plans, in addition to more practical plans in support of the concept. However, since there are a range of government initiatives whose social development values overlap or align with those of Fair Trade, it would be important to see what additional value Fair Trade may bring.

5.2.4. Identify and profile fair trade producers and traders

The major Fair Trade certification organisations regularly publish lists of certified producers. A basic level of communication would be valued, and may open opportunities for deeper engagement. Fair Trade producers may well value getting a prominent profile on the publicity material of the local authority.

5.2.5. Partnerships with Fair Trade producers

With respect to Fair Trade in agriculture, it should be relatively easy for local authorities to identify fair trade producers and make contact with them. The more established producers will have accumulated sufficient "social premium" funds and have in place plans for how to spend them. Some form of partnership with the local authority in these development projects may be appropriate.

FTTSA also publishes a list of their certified establishments. Some of these certified establishments have a "developmental" aspect to their business which may lend itself to partnerships under LED or other programmes of local authorities.

Fair Trade crafters and traders can be identified through associations such as FACSAs who could also advise on appropriate engagement and support. Unlike agriculture and tourism, a large number of handcraft projects are located in urban boundaries. Local authorities seeking to assist with infrastructure, etc. could give priority to Fair Trade certified traders, thus providing an incentive for the non-certified to re-align their operations along more "fair" lines.

Support from local authorities need not mean cash grants, but could include facilitating contact between community groups and other service providers, training, assistance with venues, access to infrastructure, etc. A fairly common request is for basic business skills and computer literacy training.

However local authorities should exercise caution in intervening with community-based projects, and should be sensitive to playing a *supportive* rather than leading role, responding to what is being asked for rather than offering what is not. One community-based enterprise which received LED funds remarked on the struggle in dealing with officials "who think *they* own the project" as one of the costs of getting financial support.

5.2.6. Promoting the Fair Trade concept

Local authorities with a number of Fair Trade producers within their boundaries may take a strategic decision to promote the concept more generally, while for others this may not be a priority at all. In the former case, some ideas that could be considered include:



- Promoting the concept of Fair Trade in the media, through the local authorities own communication mechanism (newsletters, website, etc.), at conferences, etc.
- Funding representatives from producer groups or Fair Trade support organizations to attend trade fairs, expositions and other appropriate meetings.
- Funding and co-ordinating research into Fair Trade opportunities in the local economy
- Lobbying relevant government departments (Dept Agriculture, Dept Social Development, Dept Environment and Tourism, etc) for appropriate support for Fair Trade and Fair Trade initiated projects. The local authority is well positioned to ensure that support programmes from national and provincial governments reach the intended beneficiaries and are applied in a developmental way.



6. APPENDIX

6.1. International Fair Trade Organisations

6.1.1. The Fairtrade Labelling Organization International (FLO)

The Fairtrade Labelling Organization International (FLO) was established in 1997 to co-ordinate standards and procedures amongst traders and fairtrade facilitators in Europe, USA, Canada, Japan. This was response to a fear that the proliferation of independent fairtrade labels could confuse consumers and weaken the system. FLO has become the primary international body for regulating certification and standards, although some organizations still maintain their own independent trading relationships with producers, based on their own particular "fairness" criteria. FLO is based in Bonn, Germany, and is more correctly known as "FLO e.v.", a not-for-profit NGO. This is to distinguish it from its wholly-owned subsidiary "FLO-Cert gmbh" which is an independent for-profit company, established to deal with the practicalities of certification, inspections and audits. Members of FLO include European and American NGOs who originally developed the notion of "fair trade" as far back as the 1960s. For more information on FLO, its background, products volumes, standards etc., etc. see www.fairtrade.net

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E-Mail: b.page-shipp@flo-cert.net

6.1.2. The International Fair Trade Association (IFAT)



The International Fair Trade Association (IFAT) is a global network of fair trade and alternative trade organizations. IFAT's mission is to improve the livelihoods and well being of disadvantaged producers by linking and promoting fair Trade organizations, and speaking out for greater justice in world trade. IFAT work is centred around three areas

of work, market development, fair trade monitoring and building trust in Fair Trade, and advocacy.

Almost 300 Fair Trade Organizations in 70 countries form the basis of the network and membership is growing steadily. Members come in many shapes and sizes and represent the fair trade chain from production to sale. Members are producer co-operatives and associations, export marketing companies, importers, retailers, national and regional Fair Trade networks and financial institutions, dedicated to Fair Trade principles. Organisations who become accredited with IFAT are allowed to use the IFAT "Fair Trade mark" on their promotional materials.



Tel: +31 345 53 5914



Website: www.ifat.org

African members of IFAT have recently set up a regional network called COFTA, with its network office based in Nairobi.

email: jkaranja@cofta.org

tel: + 254 20 272 1814

6.1.3. African Fair trade Network (AFN)

The aim of the AFN is to strengthen organisation and communication between FLO certified producers in the African continent. As such AFN hopes to serve as a body which can lobby FLO on issues of mutual concern to members, channel member representation onto FLO governance structures, provide support to members – through training, translation of FLO documents, etc.

Core membership of the AFN is open to Premium Committees and Joint Bodies of FLO certified producers in Africa. Associate membership is also open to those who support the principles of the AFN and certified traders. The AFN structure proposes the establishment of 4 regional networks, representing East, West, North and Southern Africa respectively.

Contact: *Damian Salla, AFN Co-ordinator*

email: damianlinktz@hotmail.com

6.1.4. FINE

FINE was created in 1998 and is an informal association of the four main Fair Trade networks, who's initials make up the acronym, namely the Fairtrade Labelling Organisation, International Fair Trade Association, Network of European Worldshops, and European Fair Trade Association. The aim of FINE is to enable these networks and their members to cooperate on:

- the development of harmonised core standards and guidelines for Fair Trade
- harmonisation, and increase in the quality and efficiency of Fair Trade monitoring systems
- advocacy and campaigning work
- harmonisation of their information and communication systems

6.2. South African Fair Trade organisations

6.2.1. Fairtrade South Africa Trust

In May 2004 a conference of FLO certified producers, FLO officials and other interested parties met in Grabouw to discuss the future of FLO's activities in South Africa. Besides other things, the conference took a decision to establish an institution to represent all South African FLO stakeholders. A second meeting was held in May 2005 when the Fairtrade South Africa Trust was formally launched and a Board of Trustees nominated. The main objectives of Fairtrade South Africa are to promote Fairtrade Labelling in SA, social and



economic development among the beneficiary community, to provide producer support to Fairtrade certified producers, to liaise with the African Fairtrade Network, National Initiatives, Fairtrade Labelling Organisation (FLO EV and FLO-Cert) and to develop the market for Fairtrade certified products in South Africa by facilitating the creation of a SA Local Initiative to hold the rights of the FLO trademark in SA.

web: www.fairtrade.org.za

Contact: info@fairtrade.org.za



6.2.2. The Association for Fairness in Trade (AFIT)

This is a legally constituted not-for-profit organisation. It was established in May 2005 with assistance of EMG and is a network exclusively for small-farmer organisations and farm-worker committees of agricultural enterprises producing for the global fair trade market. The bulk of its members are certified with the Fairtrade Labelling Organisation (FLO) and between them produce a range of products including herb tea, wine and fruit. AFIT's aim is to provide a forum for members to learn, exchange experiences and share knowledge and information, as well as lobby and advocate for stronger representation in the fair trade system. To date, AFIT has organised training sessions, distributed newsletters, and contributed to publications.

AFIT Secretary: Celeste Strauss

Te.: +27 27 218 1318

E-mail: accounting@heiveld.co.za

6.2.3. Environmental Monitoring Group

EMG is a Cape Town based NGO, established in 1991. EMG has been active in assisting small-scale rooibos tea farmer in achieving organic and Fair trade certification. more recently EMG helped to set up the Association for Fairness in Trade, a network of small-farmers and farm-workers in the Fair Trade system.



Director: Stephen Law

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email: Stephen@emg.org.za

web: www.emg.org.za

6.2.4. Fair Trade Support Network

In January 2004 a group of NGO's working with farm-workers and smallholders met in order to form a Fairtrade Support Network. The purpose of this network was not so much to provide an actual support service (although individual NGO's were doing so), but to share information, co-ordinate activities and provide a forum for policy discussion on matters of mutual interest. It remains as an informal point of contact for individuals and organisations interested or involved in fair trade in South Africa but who are not producers or traders. The Environmental Monitoring Group (EMG) co-ordinates monthly meetings and moderates the network's email list server.



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E-mail: stephen@emg.org.za

Tel.: +27 21 448 2881

6.2.5. Fairtrade in Tourism South Africa (FTTSA)



FTTSA is a non-profit organisation based in Pretoria. Founded in 2001 after a two year pilot project under auspices of South African country office of IUCN-World Conservation Union. Its main activities are awareness raising and certification for its' own Fairtrade trademark which is the only tourism

Fairtrade mark in the world. FTTSA also provides support and capacity building for its' certified establishments. Since 2003 twenty-one businesses have been certified complying to criteria focused on labour standards, procurement, corporate citizenship, with some emphasis on environmental impacts and standards.

Website: www.fairtourismsa.org.za

Tel.: +27 12 342 8307/8

E-Mail: info@fairtourismsa.org.za

6.2.6. Fairtrade Association of Craft South Africa (FACSA)

FACSA begun as initiative of the Cape Craft & Design Institute (CCDI) and since early 2004 has been trying to formalize itself. The registration of a Western Cape branch of FACSA is the first formal step in the process toward the establishment of a national association. FACSA is an organization that aims to: (i) promote fairtrade in South Africa, (ii) benefit South African craft producers and (iii) support Broad-based Economic Empowerment (BEE) efforts. Its' membership is open to craft producers, agents, intermediaries, craft sector bodies.

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Mobile: +27 (0) 83 431 2167

Email: nathi.tshabalala@gmail.com

6.2.7. Cape Craft & Design Institute (CCDI)



CCDI was established in November 2001, to develop the Western Cape craft sector. It is an initiative of the Provincial Government of the Western Cape and the Cape Peninsula University of Technology, with start-up funding from the national Dept. of Arts & Culture. The Institute is pioneering a market driven approach to craft development that will build sustainable businesses in the long term, in which

mentorship, niche market development and matchmaking of retailer-to-crafter plays an important role. CCDI has been providing FACSA with a material support and space in its newsletter for FACSA's 'Fairtrade News'.

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E-Mail: WijnbergC@cput.ac.za

Tel: +27 21 460 3944



Website: www.capecraftanddesign.org.za



6.3. Agricultural goods - FLO certified South African producers

Name	Type	Product	Contact	Address	Tel	E-Mail
Sun Oranges (PTY) Ltd.	plantation	Citrus	James Hannah		042 234 0997	junky@kirkwood.co.za
Misgund Kleinboere Trust	plantation	Apple	M vd Westhuisen	Misgund Landgoed, PO Box 145, Laurita	042 273 1180	mariusvdw@net4all.co.za
Lebanon Fruit Farm Trust	plantation	Apple / Wine	Jan Jansen, Manager	Lebanon Fruit Farm Trust, P.O. Box 48, 7160, Grabouw, WC	021 844 0343	susan@thandi.com karin@cluver.co.za (fruit/juice) rydal@thandi.com (wine)
Keboes Fruit Farms	plantation	Grapes	Mr. J.C. Fulcher, Farm Manager	P.O. Box 518, 8870, Kakamas	054 491 9500	jc@karsten.co.za
Erfdeel Farming Trust	plantation	Grapes	Mr. LeRoux Visser, Manager		022 942 1926	erfdeel@kingsley.co.za
Modderfontein	plantation	Citrus	Mr. Michael Stekhoven	Box 472, 7340, Citrusdal, WC	022 9212 379	duram@duram.co.za
Vuki	plantation	Citrus	Mr. Marc MacDonald, Financing Manager	PO Box 298, 7160, Grabouw, WC	021 844 0649	mmacdonald@vuki.co.za
Wupperthal Rooibos Tea Associations	small farmers' organization	Rooibos	Mr. Hannes Ludick, Chairperson	8138, Wupperthal, WC	027 492 3417	info@wupperthal.co.za
Pineco	plantation	Canned Pineapples	Mr. Lulama Myta, Executive Director	PO Box 14, Peddie 5640, EC	082 977 2308	allen@sumpride.co.za
EFA	small farmers' organization	Dried fruits	Mr. A.E. Adams, Chairman		054 461 0162	eksboere@lantic.net
Heiveld	small farmers' organization	Rooibos	Hannes Koopman (Chairperson)	P.O. Box 281, Nieuwoudtville, 8180, NC	027 218 1148	heiveld@indigo-dc.org
Stellar Organics	plantation	Grapes	Mr. Giellie Rossouw, Managing Director	N7 National Rd., Trawal, P.O. Box 4, Klawer, 8145, WC	027 216 1310	truckin@kingsley.co.za
Valentin Farms PTY	multi-estate	Grapes	Mr. Attie Valentin, Director		054 491 1073	valentin@gem.co.za
Kleinbegin/Oudam, Citrusdal	plantation	Wine grapes	Mr. Willie Marais, Farm Owner / Manager		022 921 2171	oudam-wj@kingsley.co.za
ALG, Citrusdal	plantation	Wine grapes	Mr. Gerrit van der Merwe, Director	Karnewlkslei, 7340, Citrusdal, WC	022 921 3544	hoffice@algestates.com
Bergendal, Citrusdal	plantation	Wine/Rooibush	Mr. Potgieter van Zyl, Farm co-owner / Manager	Bergendal, Citrusdal, WC	022 913 326	pvz@bergendalbdy.co.za
Paardekop, Citrusdal	plantation	Wine grapes	Mr. Erasmus van Zyl, Farm Owner / Manager	Paardekoop Farm, Posbus 143, 7340, Citrusdal, WC	022 921 3436	paardekop@kingsley.co.za
Vogelfontain	plantation	Wine grapes	Mr. Johan Nieuwoudt, Farm Owner	Vogelfontein, Clanwilliam District, WC	027 482 2814	cederwater@wam.co.za



Westfalia	multi-estate	Mango / Avocado	Mr. Chris Pienaar, Chief Executive Officer	Westfalia Estate, Main Road Duiwelskloof, Duiwelskloof, LIM	015 309 0078	willies@hansmerensky.co.za
Riverside Enterprises	plantation	Citrus	Mr. Colin Painter, Director of Marketing	PO Box 51, 5720, Fort Beaufort	046 645 4679	colin@riversidesa.co.za or admin@riversidesa.co.za
Luthando/Las Lappies	plantation	Citrus	Mr. Hermanus Potgieter, Owner (25%)	Laslappies Kirkwood 6120 SOUTH AFRICA	042 301 410	laslappies@kirkwood.co.za
Katope	plantation	Avocados / Lichies	Mr. Alex Maritz, Manager	P.O. Box 1745, 0850, Tzaneen	015 307 4484	burger@katope.co.za
Springfield	plantation	Avocados	Mr. Alan Whyte	Springfield Farms, Louis Trichardt, LIM	015 516 4710	whytespr@mweb.co.za
Matsafeni Trust	plantation	Avocados				
Sonop Wine Farms	plantation	Wine grapes	Mr. Clyde Williams	P.O. Box 2029, Voor-Paardberg Road, 7630, Windmeul	021 869 8126	clyde@african-terroir.co.za
Cilmor Trust Farms	plantation	Wine grapes	Mr. Pierre Smit	Villersdorp Road, 7630, Worcester	023 340 4141	pierre@african-terroir.co.za
Chargo Trust	plantation	Grapes	Mr. Tokka van den Hever, Owner	PO Box 624, 8870, Kakamas, SOUTH AFRICA	054 431 0631	tokka@electronet.co.za
Western Investment Company	plantation	Grapes	Selna van Staden	Box 2917, Paarl 7620, WC	021 863 3282	selna@montpiquet.com
Zebedelia	plantation	Avocados	Mr. Werner Piek	Zebediela Estate, LIM	015 642 3101	werner@fruitone.com
Lutouw Estates	plantation	Wine grapes	Mr. Adriaan Truter Lutz, Managing Director	PO Box 233, 8165, Lutzville	027 217 144	uptodate@kingsley.co.za
Nietbegin Partnership	plantation	Wine grapes	Mr. Johan de Kock	P.O. Box 12777, 7613, Die Boord		johandekock@worldonline.co.za
Lisbon Estates	plantation	Exotic Fruits	Laurie van der Westhuizen	Lisbon Estate, Kruger Gate Road, Skukuza	013 735 5373	lisbonjakkie@lantic.co.za; laurie@sevenseasfruit.com
DTC Stofberg Brothers	plantation	Wine grapes	Mr Phillipus Stofberg	P.O. Box 107, Rawsonville	023 349 1827	pstofberg@lando.co.za
DTC HG Myburg	plantation	Wine grapes	Mr. Thinus Myburgh	PO Box 37, Rawsonville	023 349 1072	tierstel@absamail.co.za
DTC JF Deetlefs	plantation	Wine grapes	Mr. Fred Deetlefs	P.O. Box 38, Rawsonville		pierre@originservice.co.za
DTC Highbury Estates	plantation	Wine grapes	Mr. Brian Beyers	P.O. Box 5356, 6862, Worcester West	023 342 7890	bnbeyers@iafrica.com
DTC LCJ Smith	plantation	Wine grapes	Mr. Christiaan Smith	PO Box 35, Rawsonville	023 349 1734	geiland@xsinet.co.za
DTC Visser de Wet Trust	plantation	Wine grapes	Mr. Johan de Wet	P.O. Box 6845, Rawsonville	023 349 1224	jchdewet@intekom.co.za
DTC Francois Botha Boerdery	plantation	Wine grapes	Mr. Francois Botha	P.o. Box 45, Rawsonville	023 349 1554	fbotha@intekom.co.za



DTC Daniel Hugo Coetzee	plantation	Wine grapes	Mr. Daniel Coetzee	P.O. Box 1657, 6862, Worcester	023 344 3636	pamushana@breede.co.za
DTC PJD Stofberg	plantation	Wine grapes	Mr. Pieter Stofberg	P.o. Box 192, Rawsonville	023 349 1662	onderplaas@lando.co.za
DTC Houmoed Boerdery	plantation	Wine grapes	Mr. Nollie Stofberg	P.O. Box 27, Rawsonville	023 344 3770	nolliestofberg@lando.co.za
DTC JB Bauermeister Boerderye	plantation	Wine grapes				
Denau	plantation	Fresh fruit				



6.4. Agricultural goods – FLO certified South African traders

Organisation	Contact	Tel.	Fax	E-mail
I & M Smith (Pty) Limited	Lionel Roland-Phillips	011 337 8740	011 333 6897	imsmith@iafrica.com
Ukulima	Johan Heyns	021 532 0654		johan@ukulima
Associated Fruit Processors	Johan de Kok	021 859 7090	021 846 8124	johand@afp.co.za
Coetzee & Coetzee	Niell Coetzee	021 905 1709	021 905 1709	niell@coetzeeltd.co.za
Southern Trade Consumables	Paul van der Hoorn	021 809 9200	021 882 8998	paul@southerntrade.co.za
African Terroir		021 869 8103	021 869 8104	clyde@african-terroir.co.za
Fruitways (Pty) Ltd	Judith Brink	021 886 9630	021 886 9631	brinkj@fruitways.com
Green Marketing International	Mariette Bruwer/ Rory Antrobus	021 874 1055	021 874 1214	rory@gmint.co.za
Carmien Tea Pty Ltd.	Mientjie Mouton	022 921 3165	022 921 3165	carmienteam@moutoncitrus.co.za
SAD a Division of Pioneer Foods (Pty) Ltd.	Nico Koch	021 864 8600	021 873 3230	nkock@pnr.co.za
Exsa Pty				
Colors Fruit	Erin Cilliers	021 807 5000	021 807 5001	erin@colosfruit
Citrusdal Cellars (PTY) Ltd	Christiaan de Witt La Grange	022 921 2233	022 921 3937	elsa@ckw.co.za
Capespan (Pty) Ltd	Kevin Chambers	021 917 2864	021 917 2686	kevin@thandi.com
Thandi Wines	Rydel Jefta	021 881 3870		rydal@thandi.com
Thandi	Nazeem Sterras	021 917 2600		nazeem_sterras@capspan.co.za
SRCC	Jan Alberts	083 304 1001		jalberts@srcc.co.za
Fair Packers	Charles Starling	021 448 2871		fairpackers@goldscarab.com



6.5. Tourism – FTTSA certified establishments

Name	Type of business	Description	Address	Tel	E-Mail / Web
Bartholomeus Klip Farmhouse	accommodation	exclusive country lodge	PO Box 36, Hermon, WC, 7308	022 448 1820	bartholomeus@icon.co.za www.parksgroup.co.za
Bulungula Backpackers Lodge	accommodation	eco-friendly backpacker's lodge	Farm 37, Elliotdale Magisterial District, Elliotdale, EC, 5070	047 577 8900	dave@bulungula.com www.bulungula.com
Calabash Tours	tours	city lodge and tours	PO Box 71688 Central Hill, Porth Elizabeth, EC, 6006	041 5856162	paul@calabashtours.co.za www.calabashtours.co.za
Djuma Game Reserve	accommodation	luxury accommodation, game reserve	PO Box 338, Hluvukani, Sabi Sand, Wildtuin, MPA, 1363	013 735 5118/9	djuma@djuma.co.za www.djuma.com
Klippe Rivier Country House	accommodation	country house	PO Box 483, Swellendam, WC, 6740	028 514 3341	info@klipperivier.com www.klipperivier.com
Grootbos Private Nature Reserve	accommodation	country lodges and nature reserve	P O Box 148, Gansbaai, WC, 7220	028 384 8000	info@grootbos.co.za www.grootbos.com
Hog Hollow Country Lodge	accommodation	country lodge	PO Box 503, Plettnburg Bay, WC, 6600	044 534 8879	info@hog-hollow.com www.hog-hollow.com
Imvubu	tours	nature reserve tours	Rondevelei Nature Reserve, 1 Fisherman's Walk, Zeekoevlei, WC, 7941	021 706 0842	info@imvubu.co.za www.imvubu.co.za
Jan Harmsgat Country House	accommodation	country house	PO Box 161, Swellendam, Bonnivale, WC, 6740	023 616 3407/3311	judireb@iafrica.com www.jhgghouse.com
Masakala Guesthouse	accommodation	traditional guesthouse	PO Box 406, Matatiele, KZN, 4730	039 737 3289	masakala@telkomsa.net www.mehlodong.co.za
Motswari Private Game Reserve	accommodation	luxury accommodation, game reserve	P. O. Box 67865, Bryanston	039 737 3289	masakala@telkomsa.net www.mehlodong.co.za
Phumulani Lodge	accommodation	luxury chalets	PO Box 2044, Hazyview, MPA, 1242	013 798 0020	phumulanolodge@soft.co.za
Sabi Sabi Private Game Reserve	accommodation	luxury lodges, game reserve	PO Box 52665, Saxonwold, MPA, 2131	011 483 3939	res@sabisabi.com www.sabisabi.com
Shiluvuvar Lake Lodge	accommodation	lodge	PO Box 560, Louis Trichardt, LIM, 920	015 556 3403	clare@shiluvuvar.com www.shiluvuvar.com
Singita	accommodation	luxury lodges, game reserve	Office: PO Box 23367, Claremont 7735, Cape Town, WC	021 683 3424	singita@singita.co.za www.singita.com
Soekershof Walkabout		Mazes and Botanical Gardens	P. O. Box 291, Klaas Voogds, West Robertson, WC, 6705	023 626 4134	soekershof@lando.co.za soekershof.com
Spier Leisure	accommodation	luxury accommodation	PO Box 1078, Stellenbosch, WC, 7599	021 8091100	tannerm@intekom.co.za www.spier.co.za



Stormsriver Adventures	adventure	community based eco adventure company	PO Box 116, Stormsriver, EC, 6308	042 281 1836	adventure@gardenroute.co.za www.stormsriver.com
The Backpack	accommodation	backpackers hostel	74 New Church Street, Cape Town, WC, 8001	021 423 4530	backpack@backpackers.co.za www.backpackers.co.za
Tswalu Kalahari Reserve	accommodation	luxury accommodation, game reserve	P.O. Box 1081, Kuruman, NC, 8460	053 781 9211	hospitality@tswalu.com www.tswalu.com
Umlani Bushcamp	accommodation	simplistic luxury huts, nature reserve	P.O. Box 11604, Maroelana, LIM, 161	012 346-4028	info@umlani.com www.umlani.com



6.6. Crafts – IFAT and FACSA Members

Name	Type of business	Membership	Address	Tel.	e-mail / web
African Home	trader	IFAT FACSA	8 Cannon Close, Newlands 7700, Cape Town	021-674-3711	michal@africanhome.co.za www.africanhome.co.za
Zandla Xpressions / Project Gateway	trader	IFAT	PO Box 101-071, Scottsville, 3209, Pietermaritzburg	033 8450400	zandla@projectgateway.co.za www.gatewayexchange.co.za
Umtha	producer	FACSA	PO Box 13204, Mowbray 7705, Cape Town	021 447 81 13	info@umtha.co.za
Nuno	producer	FACSA	Cape Town	021 386 0707	
Zatoona CC	producer	FACSA	Hanan Yanny, 12 Wade Rd., Claremont, Cape Town	021 683 6574	info@hananyanny.com www.hananyanny.com
Wola Nani	producer	FACSA	P.O.Box 13890, Mowbray 7705, Cape Town	021 447 2091	wolanani@wolanani.co.za www.wolanani.co.za
Sibanye	coalition of producers' organizations	FACSA	PO Box 30062, Tokai, 7966, Cape Town	021 364 1187	info@sibanye.org.za www.sibanye.org.za

6.7. Sources of information

6.7.1. City Of Cape Town

Grace Stead, Local Agenda 21 Co-ordinator, Tel: 021 938 8422,
grace.stead@capetown.gov.za

Loretta Bowles, Environmental Resource Management Department, Tel: 021 487 2319,
Loretta.bowles@capetown.gov.za

6.7.2. Fairtrade Association In Craft South Africa

Nathi Tshabalala, Interim Chairperson, Tel: 083 431 2167, nathi.tshabalala@gmail.com
Hannah Barnet, Intern, fairtradewc@gmail.com

6.7.3. Fairtrade In Tourism South Africa

Tatia Currie, Development Officer, FTTSA, E-Mail: tatia@fairtourismsa.org.za
Jennifer Seif, FTTSA Executive Director, tel: 012 430 4096, jennifer@fairtourismsa.org.za



6.7.4. Fairtrade Labelling Organization

Sandra Kruger, South African liaison officer FLO e.V., tel: 076 150 5259,
sandrakruger@fairtrade.org.za

Bronwyn Page-Shipp, South African co-ordinator **FLO-CERT**, b.page-shipp@flo-cert.net

Vincent Lagace, FLO International e.V., tel:+49 228 949 23 236, v.lagace@fairtrade.net

6.7.5. Cape Craft & Design Institute

Catherine Wijnberg, Market Development, 021 460 3944, wijnbergc@cput.ac.za

6.7.6. Wesgro

Riefqa Jappie, Research Manager, tel: 021 487 8600

6.7.7. Environmental Monitoring Group

Noel Oettle, Programme Manager, dryland@global.co.za

6.7.8. Association for Fairness in Trade

Nelie Kok, Chair, 054 461 0162

6.7.9. Westfalia Estates

Dorcus Molomo, Social Development Officer, tel: 015 309 0000

6.7.10. City of Durban / eThekweni

Richard Boon, tel: 031 311 2294, boonr@durban.gov.za

Andre Petersen, tel: 031 311 3004

6.7.11. City of Tshwane

Jan v.d.Berg, Chief: Environmental Information, 082 499 8312

Janet Laubsher, Environmental Manager, 012 358 8883

6.7.12. Fair Packers

Charles Starling, Manager, 021 448 2871

6.7.13. Msakala Traditional Guesthouse

Nomonde Makaula, Manager, tel: 039 737 3289

6.7.14. Eksteenskuil Farmers Association

Nelie Kok, Chair, 054 461 0162



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